

Gregory Starr

UX & Product Designer

Experience

Ironlight Group

UX Consultant Oct 2023 - Present

Built a new investment platform that allows users to create new funding channels and trade tokenized assets.

- Managed the creation of a new design system and style guide being used on all interfaces, ensuring consistency in branding and user experience
- Designed wireframes and prototypes for a new dashboard that monitors portfolio performance, tracks market data and helps users analyze trade history

Symphony Communication Services

UX Designer II Aug 2021 - April 2023

Led the integration of Symphony and Cloud9's applications, creating a single unified platform for users to communicate via voice, video and messaging.

- Documented new workflows in Miro and Figjam that detail the journey and interactions of users as they connect with each other through separate platforms
- Redesigned Cloud9's search functionality, improving connection time by 42% while reducing support related inquiries by 73%
- Unified two separate design systems though analyzing their assets, identifying overlapping components and bringing them together
- Designed interfaces across desktop, mobile and web that support input from hardware devices and gestures on touch screens

Cloud9 Technologies

UX Designer Mar 2020 - Aug 2021

Contributed to the evolution of C9 Trader through the creation of new features utilized by 20,000+ daily users.

- Led user research and feedback sessions to understand platform usability and identify gaps in user workflows & feature functionality
- Refined the user feedback pipeline, resulting in a 22% increase in feedback received and the organization & tracking of 700+ insights and feature requests
- Redesigned Cloud9's administrator portal, resulting in a 34% improvement to task completion time and a 28% increase in overall user engagement of 1,500+ admins

Early Experience

Cloud9 Technologies

Senior Implementation Manager Jan 2016 - Dec 2019
Client Services Manager Jan 2015 - Dec 2015

Hooklogic Inc.

Technical Account Manager Jan 2014 - Jan 2015

Universal E-Business Solutions

Project Manager June 2011 - Jan 2013

Education

General Assembly

User Experience Design

March 2020

Indiana University

Bachelor of Science, Informatics

May 2011

Toolkit

Skills

User Experience Design

Accessibility

Wireframing

Prototyping

Usability Testing

User Research

Persona Development

Feature Prioritization

Journey Mapping

Competitive Analysis

Workflows & Taskflows

Information Architecture

Design Systems

Tools

Figma & Figjam

Sketch

InVision

ProtoPie

Miro

JIRA & Confluence

Adobe Creative Suite

Useresting.com